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## Riverdale School Parent-Teacher Association

Riverdale, New Jersey 07457

March, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Riverdale, NJ PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script that reads "Jean L. Lewis".

PTA Member  
Riverdale, NJ

March 12, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
% Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA, as Pleasant Grove High School PTSA (Parent/Teacher/Student Association) President, and as a mother of five children to tell you my feelings about the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. I do not feel that the age-based rating system gives the parent enough content information to be able to know what programs are appropriate for their children. I am aware of some surveys that indicated the majority of parents feel as I do. We all want to have more descriptive information about the content of programs on TV. I want to be the one to interpret the content and make a choice, rather than have the TV industry do it for me. The age-based rating system is practically useless to me because I do not have enough specific information about the program. In many cases my decision would be "no TV," rather than to chance objectionable material in a program. I do not think the TV industry would prefer parents choosing "no TV" over "some TV", carefully selected.

The FCC, by law, is required to "consult with appropriate public interest groups and interested individuals from the private sector" about the industry's voluntary plan, and then to determine if "such rules are acceptable to the Commission." I do not believe this rating system has met the statutory requirements of the Telecommunications Act of 1996, so ask that the FCC not approve it. Instead, I would request the following:

- That the only rating system you consider accepting be one with content information such as V for violence, S for sexual depiction and nudity, and L for language, including, preferably, an indication of the intensity of each of these;
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and

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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this oppoirtunity to comment on an issue so important to me and to my children, as well as to the families I represent in the PTSA.

Sincerely,

Debra Williams  
Lindon, Utah

## LaQuita Hall

2790 S. Brandon  
Springfield, MO 65809-3703

Telephone (417) 881-1818

March 11, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Re: CS Docket No. 97-55, FCC 97-3

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the Glendale High School PTSA to voice our opposition to the v-chip rating system. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children.

We do not believe that this system meets the statutory requirements of the Telecommunications Act of 1996 and ask that the FCC not approve the industry rating system.

Instead, we would request that:

1. The FCC accept only a rating system that will include content information about programs such as V (for violence), S (for sexual content), and L (for language);
2. The FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
3. The rating icon on the TV screen be made larger and more prominent and appear continuously on the screen;

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4. The program rating be done by a board independent of the industry and the FCC and that it include parents of children of various ages; and

5. Any rating system approved by the FCC be periodically evaluated to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in black ink that reads "LaQuita Hall". The signature is written in a cursive, flowing style.

LaQuita Hall  
PTSA President

lh

cc: National PTA

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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March 10, 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. If it was left to me we would have no need for a rating system, because all programs would be "G" rated programs. But if we are going to have other than "G" rated movies on our TV I would like to know about it before I let them in our home.

I would like to make the choice myself and not by the TV industry. That would be like asking the fox to watch the chicken coop. Whose interests will be served that way? What makes the TV industry feel that they know what is best for my family and I?

When I make the decision to watch a program I would like to be able to make that choice based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling, is useless to my family and I. We cannot watch every show on TV in order to decide that that is a program our family wants to watch or not.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe that the above-mentioned system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

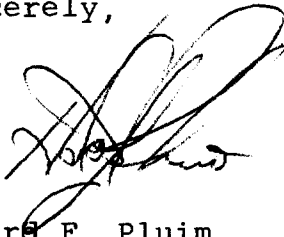
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We would also like to have similar rated movies broadcast together so that we as a family can watch more than one movie a night together.

Thank you for this opportunity to comment on an issue so important to my children, myself and other families.

Sincerely,

A handwritten signature in black ink, appearing to read 'Howard F. Pluim', written in a cursive style.

Howard F. Pluim  
2912 Adams ave.  
Ogden, Utah 84403



*Your letter must be received by April 8, 1997*

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the <sup>West Side PTA</sup> ~~Elkhart, IN~~ (local, ~~community,~~  
~~and state PTA~~) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Dale Patton*

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*Your letter must be received by April 8, 1997*

March 1997

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c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

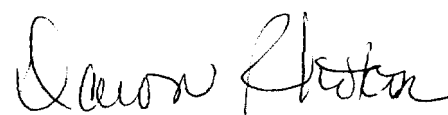
I am (we are) writing on behalf of the National PTA and the <sup>West Side PTA</sup> ~~Elkhart, IN~~ (local, ~~reunited~~ ~~dis-~~ ~~missed~~ ~~PTA~~) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



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c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

**RE:CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Robin Carter  
4 meadowford rd  
New Hyde Park NY  
11040

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That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Linda E. Ackerman*

6 East Lane

Manhasset Hills NY 11040

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Wayne Way  
STONY BROOK NY 11790

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That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Margaret D. Henneman  
46 PARKEAST  
NH P NY

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c/o Federal Communications Commission  
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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Shirley A. Steen  
1 Lake Dr.  
Manhasset Hills, NY  
11040

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Sincerely,

*Frank Entin*  
*29 Duke Dr*  
*Manhasset Hills, NY 11040*

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Sincerely,

*Anna Maria Jordan*  
29 Duke Dr.  
Manhasset Hills, NY

JKD

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Sincerely,

*Marcy Guterman Laredo*  
25 Kings Lane  
Manhasset Hills New York 11040

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Marie L. Busch*  
*11 Stothoff Drive*  
*New Hyde Park, NY 11040*

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Sincerely,

Phyllis Philippou  
106 Monteen Dr.  
Massachusetts Hills, N.Y.

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Sincerely,

*Annexa Testa*

*6 Duke Drive*

*Roseland Hills, N.Y. 11040*

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Sincerely,

Ellen Wachtlen  
76 Knolls Dr. N.  
Manhasset Hills, N.Y.  
11040

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Eric Harold*  
76 Nottingham Rd  
New Hyde Park, NY  
11040

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8411 Oak Stream  
Dallas, Texas 75243  
March 3, 1997

Reed Hundt  
FCC  
Office of the Secretary  
1919 M. St. Northwest  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt,

How outrageous can the TV people get? Yes, this is our question to them when we see how ridiculous their new TV rating is.

Let me explain - Under the pretense of providing help to parents, the TV industry has done the opposite. They tell parents that all programs rated TV-Y, TV7, TVG, TVPG, and TV-14, regardless of content or theme, are suitable for kids and youth --- And get this - the person who produces the program is the one who rates it! No input from the viewing public is allowed. There will be no consistent perspective used in the ratings based on their own interests.

Mr. Hundt, we are writing you to urge you to reject this very unacceptable ratings system.

We have twelve living grandchildren whom we love dearly and we will not sit idly by and allow such a ratings system of TV trash come into their homes. Yes, we will watch what you do about this matter. We trust you will not allow such a ratings system.

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Sincerely,  
Dr. & Mrs. R. P. Raish



# SEAFORD SCHOOL DISTRICT



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March 13, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

I am writing to voice my support for the position of the National PTA and the Seaford Kindergarten PTA in opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. I do not think the rating symbols on the screen provide parents sufficient information so they can make intelligent decisions about what their children should view. I strongly believe that parents have the right to make a choice about what their children should view on TV and that adequate information should be provided so that they can make these choices.

The FCC by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and I ask that the FCC not approve the industry rating system. I specifically think that the rating system should include the following:

- Specific content information about programs that contain violence, sexual depiction and nudity, and strong language;
- That multiple rating systems should be available;
- That the rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Earl Cannon*

Dr. Earl Cannon

Supervisor of Early Childhood Education

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